

# CONTRACT



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

And:

**Great American Media**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

<u>Contract / Revision</u> 111595 / 1		<u>Alt Order #</u> 08235591
<u>Product</u> DSCC IE 10/25		
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Estimate #</u> 4608
<u>Advertiser</u> ISS/DSCC IE-A		<u>Original Date / Revision</u> 09/21/16 / 09/21/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u> 30027	<u>Advertiser Code</u> 49	<u>Product 1/2</u> 53
<u>Agency Ref</u> 30027		<u>Advertiser Ref</u> 42796

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	10/25/16	10/31/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				3	\$600.00					
N 2	WHIO	10/25/16	10/31/16	Stephen Colbert	11:35 PM-12:35 X		:30			P-02		NM	2	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				2	\$925.00					
N 3	WHIO	10/25/16	10/31/16	NewsCenter 7 @ noon	12:00 PM-12:30 F		:30			P-02		NM	2	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				2	\$1,525.00					
N 4	WHIO	10/25/16	10/31/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				3	\$1,000.00					
N 5	WHIO	10/25/16	10/31/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				2	\$2,500.00					
N 6	WHIO	10/25/16	10/31/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				3	\$550.00					
N 8	WHIO	10/29/16	10/29/16	CBS This Morning Sa	10:00 AM-12:00 F		:30			P-02		NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1-				1	\$1,100.00					
N 10	WHIO	10/29/16	10/29/16	NewsCenter 7 Noon S	12:00 PM-12:30 F		:30			P-02		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1-				1	\$750.00					
N 11	WHIO	10/29/16	10/29/16	Sa-Su Early News	6:00 PM-7:00 PM		:30			P-02		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1-				1	\$900.00					
N 12	WHIO	10/29/16	10/29/16	Sa 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1-				1	\$800.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u>	<u>Alt Order #</u>
111595 / 1	08235591

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 10/31/16	DSCC IE 10/25	4608

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/DSCC IE-A	09/21/16 / 09/21/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 15	WHIO	10/30/16	10/30/16	Face The Nation	10:30 AM-11:00 A		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1				1	\$2,000.00					
N 16	WHIO	10/30/16	10/30/16	WHIO Reports	12:00 AM-12:00 A		:30			P-02		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1				1	\$800.00					
N 17	WHIO	10/30/16	10/30/16	Su 1135p-1235a	11:35 PM-12:35 X		:30			P-02		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1				1	\$700.00					
N 19	WHIO	10/30/16	10/30/16	CBS Su Morning	9:00 AM-10:30 AM		:30			P-02		NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1				1	\$1,400.00					
N 20	WHIO	10/25/16	10/31/16	Daybreak Edition 5a	5a-530a		:30			P-02		NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--				1	\$700.00					
Week:		10/31/16	11/06/16	M-----				1	\$700.00					
N 21	WHIO	10/25/16	10/30/16	Daybreak Edition 530a	530a-6a		:30			P-02		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--				1	\$900.00					
N 22	WHIO	10/25/16	10/31/16	Daybreak Edition 430a	430a-5a		:30			P-02		NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--				3	\$350.00					
Week:		10/31/16	11/06/16	M-----				1	\$350.00					
N 23	WHIO	10/29/16	10/29/16	Sat Prime Hour 1	8p-9p		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1-				1	\$2,000.00					
N 24	WHIO	10/29/16	10/29/16	Sat Prime Hour 2	9p-10p		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1-				1	\$2,000.00					
Totals									0.00				32	\$32,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	28	\$29,000.00	(\$4,350.00)	\$24,650.00
10/31/16 - 10/31/16	4	\$3,500.00	(\$525.00)	\$2,975.00
<b>Totals</b>	32	\$32,500.00	(\$4,875.00)	\$27,625.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Thank you for your business!

REP HEADLINE# 8235591 TRF# 111595  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/16 17.38  
\*\*\*CHANGES\*\*\* \*\* WHIO-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/DSCC IE REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MACKENZIE MILLER

3050 K STREET NW - SUITE 100 SALES PRSN PH- NICK WELTE  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 8235591 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC IE 10/25 EST#4608 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT25/16 OCT31/16 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP19/16 17.38

REP: \*\*REVISION

TO DEANNA  
FR JARED  
REVISED RATES ON ENTIRE ORDER  
TOTAL SAME \$32500  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 49 AGENCY EST# = 4608  
AGENCY PRODUCT CODE = 53

1		RZ	1000A-1100A	30		\$600.00	10/25	10/31	3		TU-F,M	3
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PROGRAM : DR. PHIL  
ORD COM1: REVISED RATE  
CON COM1: DR. PHIL

SEP19/16 17.38  
WHIO-TV \*\*\*

[illegible]

FROM REP SEP19/16 17.38  
\*\*CHANGES\*\* \*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	RZ		600P-700P	30		\$900.00	10/29	10/29	1		SAT	1
PROGRAM : NEWSCENTER 7												
ORD COM1 : REVISED RATE												
CON COM1 : NEWSCENTER 7												
12	RZ		700P-730P	30		\$800.00	10/29	10/29	1		SAT	1
PROGRAM : WHEEL OF FORTUNE												
ORD COM1 : REVISED RATE												
CON COM1 : WHEEL OF FORTUNE												
13	*		800P-900P	30		\$2,000.00	10/29	10/29	1		SAT	1
PROGRAM : CRIMETIME SATURDAY												
ORD COM1 : REVISED RATE												
CON COM1 : CRIMETIME SATURDAY												
14	*		900P-1000P	30		\$2,000.00	10/29	10/29	1		SAT	1
PROGRAM : CRIMETIME SATURDAY												
ORD COM1 : REVISED RATE												
CON COM1 : CRIMETIME SATURDAY												
15	RZ		1030A-1130A	30		\$2,000.00	10/30	10/30	1		SUN	1
PROGRAM : FACE THE NATION												
ORD COM1 : REVISED RATE												
CON COM1 : FACE THE NATION												
16	RZ		1130A-1200N	30		\$800.00	10/30	10/30	1		SUN	1
PROGRAM : WHIO REPORTS												
ORD COM1 : REVISED RATE												
CON COM1 : WHIO REPORTS												
17	RZ		1135P-1235A	30		\$700.00	10/30	10/30	1		SUN	1
PROGRAM : CASTLE												
ORD COM1 : REVISED RATE												
CON COM1 : CASTLE												

REP HEADLINE# 8235591 TRF# 111595  
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 \*\*\*CHANGES\*\*\* \*\* SEP19/16 17.38  
 \*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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19	RZ		900A-1030A	30		\$1,400.00	10/30	10/30	1		SUN	1
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PROGRAM : CBS SUNDAY MORNING												
ORD COM1 : REVISED RATE												
CON COM1 : CBS SUNDAY MORNING												

20	RZ		500A-530A	30		\$700.00	10/25	10/31	2		TU-F,M	2
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PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : NEWS												

21	RZ		530A-600A	30		\$900.00	10/25	10/31	1		TU-F,M	1
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PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : NEWS												

22	RZ		430A-500A	30		\$350.00	10/25	10/31	4		TU-F,M	4
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PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : NEWS												

OCT/16 32500.00 NOV/16 \$.00

MARKET TOTALS \$135,416 WHIO 24% WDTN 32% WKRF 22% WRGT 18% CABL 0% WBDT 4%

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

CONTRACT TOTAL 32500.00

TOTAL SPOTS 32